

**City of Seattle  
Office of Economic Development (OED)**

**Request for Proposals (RFP)  
Neighborhood Business District Program**

**March 9, 2007**

**Submittals due 5:00 p.m. April 6, 2007**

**Introduction**

The City of Seattle's Office of Economic Development (OED) is soliciting proposals from non-profit organizations interested in completing projects and/or providing services that benefit a Seattle neighborhood business district.

OED's mission is to provide economic development assistance to businesses, community organizations, and residents to support a strong Seattle economy, thriving neighborhoods and broadly shared prosperity. To further this mission, OED offers a variety of tools and resources for neighborhood business district organizations to promote Seattle's diverse commercial centers, including support for the city's Business Improvement Areas (BIAs).

OED's Neighborhood Business District Program is designed to help neighborhood business districts and business organizations to develop and attain their goals of growing and strengthening the business community in their neighborhoods.

**Funding**

OED will provide approximately \$150,000 in 2007 for neighborhood business district proposals. The amount available for each project will depend on the number and strength of eligible proposals. Award amounts will range from \$1,000 to \$20,000.

**What Type of Organizations Are Eligible?**

Applicants must be not-for-profit organizations, with a federal tax ID number, providing services in a Seattle neighborhood business district (such as chambers of commerce, merchant's organizations, and business improvement associations). Applicants should have an explicitly stated mission or goal of strengthening the business community in their neighborhood. If you have questions about organization eligibility, please contact Karen Selander at 206-733-9256.

**What Types of Projects are Eligible?**

OED is seeking projects that focus on, but are not solely limited to organizational development of neighborhood business district groups, marketing, and physical improvements in neighborhood business districts. Specifically, this year OED is encouraging the following types of projects:

- Projects that support women, minority-owned, and immigrant and refugee business development;
- Projects that improve pedestrian/public safety in neighborhood business districts;
- Projects that improve the emergency preparedness of the business district;
- Projects that help to remove graffiti in neighborhood business districts;
- Projects that support the Green Seattle Initiative in business districts. See the Green Seattle Guide at <http://www.seattle.gov/environment>.

**Organizational development** includes projects that strengthen the neighborhood business community and/or improve understanding of the needs of the businesses within a neighborhood. Some examples are:

- Neighborhood business district assessment and analysis
- Recruiting businesses owned by immigrants and refugees into business district organizations
- Creation of business district newsletters
- Organizing public safety initiatives
- Emergency preparedness planning and education

**Marketing projects** include strategies that promote the business district to the community or marketing the services of the business district organization to the businesses in the neighborhood. Some examples are:

- Business district promotion (brochures, advertisements, commercials)
- Banners
- Signage (welcome to the business district, etc.)
- Special events, street fairs, events highlighting the cultural diversity of the business district
- Green Seattle Initiative events. See the Green Seattle Guide at <http://www.seattle.gov/environment>.

**Physical Improvement and enhancement projects** include efforts to improve the safety, cleanliness, comfort, and atmosphere of the neighborhood business district. Some examples are:

- Projects to make the business district safer for pedestrians
- Projects to reduce graffiti in the business district
- Benches
- Lighting enhancement (street light additions)
- Trash and recycling cans
- Flower baskets and planters with flowers and/or greenery
- Seasonal decorations/holiday lights/decorations emphasizing the cultural diversity of the business district
- Green Seattle Initiative business district projects (tree plantings, removal of invasive plants, planting native plants, interpretive signage promoting sustainable landscapes). See the Green Seattle Guide at <http://www.seattle.gov/environment>.

Applicants are also encouraged to apply for graffiti/litter removal grants from Seattle Public Utilities for graffiti removal from public property: <http://www.seattle.gov/util>.

#### Who and What Types of Projects Are Not Eligible?

Awards will not be made to individuals, single businesses, institutions (such as universities or hospitals), religious organizations, government agencies, political groups or district councils. Projects that conflict with existing City policy are not eligible. OED is discouraging website projects and projects including business district organization staff or board training. There are resources available for website development/improvement and staff training for neighborhood business district organizations separate from this RFP in 2007.

### Responses

Interested parties should respond to this RFP providing:

- A cover letter stating the name of the organization, contact information, and project name.
- A completed project application (see enclosed application or visit OED's website <http://www.seattle.gov/economicdevelopment>).
- Seven (7) hard copies of your response must arrive **no later** than 5:00 p.m. on April 6, 2007 to:

Office of Economic Development  
700 Fifth Ave, Suite 5752  
PO Box 94708  
Seattle, WA 98124-4708  
Attn: Karen Selander

- OED retains the right to reject any and all proposals and is not required to award any contract if in its opinion the proposal received failed to meet its requirements.
- All documents and any attachments should be 8-1/2" x 11". **No emails or faxes will be accepted.**

### Selection Criteria

Responses will be reviewed by a Committee consisting of staff from OED, staff from other city departments, and other neighborhood business district advocates. The Committee will weigh the following criteria when ranking the responses:

- There is a demonstrated need for the project and it is likely to contribute to an improved business climate in the neighborhood business district;
- The scope, timeline, and budget of the proposal are reasonable and it is reasonable to expect its completion in 2007;
- The host organization and its lead staff have successfully worked with neighborhood business districts and/or the business community in the past and have the capacity to achieve desired results;
- The proposal furthers neighborhood plan objectives, if applicable. (Applications are welcome from all neighborhood business districts, not just those within neighborhood planning areas);
- The project falls into a category being encouraged by OED in 2007 (see *What Types of Projects are Eligible* above);
- Other funding sources for the proposal exist to leverage OED funds;
- The host organization can, if necessary, sustain the project with non-City resources after the OED resources are exhausted; and
- Whether the organization has successfully completed OED funded projects in prior years

### Scheduling

- Proposals will be due on: April 6, 2007
- Successful applications will be selected by: April 20, 2007
- Contracts completed by: June 30, 2007
- Project or provision of services completed by: December 31, 2007

### Contracts

OED will develop contracts with the successful organizations. The contracts will include a scope of work and project milestones and outcomes. Reimbursement will be based on achievement of project milestones and outcomes. OED retains the right to revise budget requests to reflect funding availability.

### Protest Procedures

In the event that an unsuccessful RFP respondent wishes to protest the selection of a successful respondent, they must do so by submitting in writing the reason for the protest to the Director of OED. Any such protest must be received within three (3) business days of receipt of notification of the successful respondent.

The decision of the Director will be final and conclusive unless the respondent affected makes a written request for reconsideration by the Director. Such a request must be received within three (3) business days after receipt of the Director's decision. A request for reconsideration will be denied unless the respondent affected shows the request is based on information that was not available prior to the protest. The Director shall consider all the facts available and issue a decision within five (5) business days after receipt of the request for rehearing, unless additional time is necessary, in which case, the affected respondent will be notified of the delay.

### Women and Minority-Owned Business Use Requirements

There will be no Women and Minority-Owned Business (WMBE) set-aside requirements on the resulting contract. However, in accordance with the Seattle Municipal Code 20.46A, the selected contractor will be required to make affirmative efforts to utilize WMBEs in performing the contract, whether as subcontractors, suppliers, or in any other capacity. The selected contractor must also comply with affirmative action and equal employment opportunity provisions mandated by SMC 20.44.

### Fair Contracting Practices Ordinance

The selected contractors will be required to comply with the Fair Contracting Practices Ordinance of the City of Seattle (Ordinance 119601), as amended. Conduct made unlawful by that ordinance constitutes a breach of contract. Engaging in an unfair contracting practice may also result in the imposition of a civil fine or forfeiture under the Seattle Criminal Code as well as various civil remedies.

For questions regarding this RFP, please contact Karen Selander at (206) 733-9256 or [karen.selander@seattle.gov](mailto:karen.selander@seattle.gov)